

**CITY OF CARLSBAD
CLASS SPECIFICATION**

JOB TITLE: GRAPHIC ARTIST

DEPARTMENT: LIBRARY

BASIC FUNCTION:

Under general supervision to design, produce, illustrate and print graphic art materials used to promote library programs, services and collections; and to do related work as assigned.

KEY RESPONSIBILITIES:

(These are representative duties and the emphasis on certain duties will vary depending on the job assignment.)

Produce promotional material for library programs and seasonal events including: flyers, posters, invitation, tickets, info-marks, programs, certificates, souvenirs, business cards, stationary, etc.

Produce library information resources including: brochures, calendars, compilation booklets, book listings, forms, reports, and information bookmarks.

Prepare layouts for promotional and informational materials, publications, posters, projected visual aids, displays and other projects.

Create a variety of display and visual aid materials such as library signage, posters, charts and graphs.

Prepare two and three-dimensional exhibits and displays.

Prepare and paint mural-size backgrounds or illustrations, props and other items for displays, films, slide shows and live programs produced by library staff.

Maintain and update computer graphic software; archive electronic files.

Maintain inventory of paper, printing supplies, laminates, and specialty items.

REPORTING RELATIONSHIPS:

Reporting relationships for this classification may vary depending upon assignment.

QUALIFICATIONS:

Knowledge of:

- Techniques, materials, designs, and processes used in graphic art, computer graphics and printing.
- Composition and production techniques.
- Paper products including type, weight and finishes.

Ability to:

- Design and produce quality graphic art materials, projects and layouts in various styles and media.
- Prepare assigned work using computer graphic skills.
- Interpret literary and other ideas in picture form or visual concept.
- Perform freehand illustrations.
- Operate printing, graphic and other office equipment.
- Proofread documents for spelling and grammatical accuracy.
- Handle multiple tasks and meet schedules and time lines; work independently with little direction; and plan and organize work.
- Understand and interpret department policies and procedures.
- Establish and maintain cooperative relationships with those contacted in the course of work.
- Communicate effectively both orally and in writing.

EXPERIENCE AND EDUCATION

Any combination equivalent to experience and education that could likely provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the knowledge, skills and abilities would be:

Equivalent to associate of arts degree or certificate program in commercial, graphic, or fine arts, or closely related field and two years of diversified graphic, commercial or publishing art experience including preparation and production of graphic and informational material.

SPECIAL REQUIREMENTS:

Valid California Driver's License.

PHYSICAL STANDARDS:

Incumbents in this class are frequently required to sit for long periods of time and operate office equipment.

ENVIRONMENTAL CONDITIONS:

Incumbents in this class are subject to typical office conditions and the noise level is usually quiet. May be required to travel to other city work sites for meetings.

DATE APPROVED: Mar. 1, 1999